

**Abstract 651**

**TITLE:** Building Public Health and Management Capacity in Community Based Organizations Through Technology Transfer: A Model Program

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**BACKGROUND/OBJECTIVES:** Since the first cases of AIDS were identified, CBOs have taken a lead role in their communities to reach those at highest risk with prevention services. Supporting CBO staff to enhance their organizational capacity to deliver science-based prevention programs grounded in public health and management principles is a priority for CDC.

**METHODS:** We conducted a survey of CBOs funded by CDC for prevention programs in 1997 and those applying for funding under Program Announcement 704 (517 surveys sent, 69% response rate) to identify CBO prevention program managers' training needs, preferred training formats, and barriers/incentives to training. Following the survey, focus groups were held with CBO prevention program managers, state AIDS Directors, and CDC project officers to refine the training topics. Schools of public health were surveyed to determine their ability to meet the identified training needs. Faculty and practice-based public health professionals reviewed and refined the suggested training model in a two-day workshop.

**RESULTS:** CBOs indicated a need for training in numerous topical areas of strategic management and public health prevention approaches. Face-to-face interaction was the preferred mode of delivering training. Time away from work/home was a constraint and four weeks a year was the maximum time available for such training. The primary incentive for training was the ability to do the job better. Based on these results, a proposed national training model for technology transfer of the knowledge and skills to integrate strategic management and public health prevention practices was developed.

**CONCLUSIONS:** In this model, CBO prevention program managers will participate in training four times a year for one week at a time at a central location. Web-based training and support will supplement training received on-site during interim periods. Components of the training are designed to integrate strategic management and public health prevention practices in five stages: environmental analysis, strategic decisions, planning for action, strategic action, and strategic adjustment. Trainees will complete an integrative experience during the course of the training year in which they will practice applying key concepts in strategic management and public health prevention to practical situations within their own programs/agencies. This model is expected to enhance CBO capacity through technology transfer.

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